



## ACTIVITY THREE

### **Analysis of Factors Facing Small Businesses**

Students are to be guided to reflect on the issues faced by local small businesses in their community.

Students to work in their groups, using the Keep Trade Local Manifesto in resource pack and the Analysis Sheets (pages 10 - 13) to complete the following tasks:

#### **1 Analysis of Setting up a Small Business**

- a) What are the Strengths of being a small local business? Students to identify the positive factors that lead people to set up a business in a local community.
- b) What are the Weaknesses of being a small business? Students to look at risks to setting up as a small business.

#### **2 Analysis of Running a Small Business**

- a) What Opportunities are there for a small business in a local community to be successful? Students to analyse the potential for growth.
- b) What are the Threats to being a successful small business owner in the community? Students to look at, and analyse the risks to small businesses.

#### **3 External Factors Affecting Small Business**

- a) How do economic factors, such as Interest Rates, Inflation and Exchange Rates affect how small businesses operate? Students to use the resources and their general observations to identify how changes affect customer demand, etc.
- b) How do changes in population and demographics, lifestyle and tastes affect the small business? Students to use their own observations and resources to identify the key factors.
- c) How have changes in technology (production and internet) affecting the way in which businesses operate?

**Students will use the information gathered in this session for activities four and six.**